

## ORDER



KLAS

Orders Order / Rev: 36899  
Alt Order #: 08837636  
Product Desc: OCEQUERA/CON/DEM  
Estimate: 1558  
Flight Dates: 08/14/12 - 08/20/12  
Original Date / Rev: 08/06/12 / 09/05/12  
Order Type: GENERAL

Primary AE: Mike Jones  
Sales Office: K-WAS  
Sales Region: National

Agency Name: GMMB  
Buying Contact:  
Billing Contact:  
1010 Wisconsin Ave NW  
Washington, DC 20007

Billing Type: Cash  
Billing Calendar: Broadcast  
Billing Cycle: EOM/EOC  
Agency Commission: 15%

Advertiser Name: Oceguera, John CD3  
Demographic: A35+  
Product Codes: PO1  
Priority: LV1  
Revenue Codes: AGY, POL, CAND

New Business Thru:  
Order Separation: 00:15:00  
Advertiser External ID:  
Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	10	\$10,000.00	\$8,500.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	10	\$10,000.00	\$8,500.00	0.00
Totals	10	\$10,000.00	\$8,500.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order			100%
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## Order Share

	Share	Total
KLAS	30%	\$10,000.00

Market	100%	\$33,333.33
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## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$8,333.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$1,666.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	08/14/12	08/20/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	1	\$1,100.00	LV1	0.00	NM	1	\$1,100.00
8 NEWS NOW AT 7AM															
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating								
Week: 08/14/12		08/20/12		MTWTF--	1	\$1,100.00	0.00								
E 2	8	08/14/12	08/20/12	CBS This Morning	7-9a CM	7-9a	MTWTF--	:30	2	\$900.00	LV1	0.00	NM	2	\$1,800.00
CBS This Morning															

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
<b>CBS THIS MORNING</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 08/14/12	08/20/12	MTWTF--	2	\$900.00	0.00												
E 3	8	08/19/12	08/19/12	CBS News Sunday Morn	0M	CBS Sunday Morn	-----S	:30	1	\$1,200.00	LV1	0.00	NM		0	\$0.00	
<b>CBS NEWS SUNDAY MORNING</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 08/13/12	08/19/12	-----S	1	\$1,200.00	0.00												
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>										
1	8	08/13/12-08/19/12	CBS News Sunday Morning	CBS Sunday Mon		-----Su	:30	(\$1,200.00)	0.00	NM							
<i>See MG 7.2,7.3</i>																	
<i>[DA]</i>																	
E 4	8	08/14/12	08/20/12	8 News Now	Noon M-F	CM	12-1230p	MTWTF--	:30	1	\$650.00	LV1	0.00	NM	1	\$650.00	
<b>8 NEWS NOW AT NOON</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 08/14/12	08/20/12	MTWTF--	1	\$650.00	0.00												
E 5	8	08/14/12	08/20/12	8 News Now	4p M-F	CM	4-5p	MTWTF--	:30	3	\$900.00	LV1	0.00	NM	3	\$2,700.00	
<b>8 NEWS NOW AT 4PM &amp; 430PM</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 08/14/12	08/20/12	MTWTF--	3	\$900.00	0.00												
E 6	8	08/14/12	08/20/12	8 News Now	5-630p M-FCM	CM	5-630p	MTWTF--	:30	3	\$1,250.00	LV1	0.00	NM	3	\$3,750.00	
<b>8 NEWS NOW ROTATION</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 08/14/12	08/20/12	MTWTF--	3	\$1,250.00	0.00												
E 7	8	08/14/12	08/20/12	8 News Now	11p M-F	CM	11-1135p	MTWTF--	:30	1	\$1,700.00	LV1	0.00	NM	0	\$0.00	
<b>8 NEWS NOW AT 11PM</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 08/14/12	08/20/12	MTWTF--	1	\$1,700.00	0.00												
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>										
1	8	08/14/12-08/20/12	8 News Now 11p M-F	11-1135p		MTWThF---	:30	(\$1,700.00)	0.00	NM							
<i>See MG 7.2,7.3</i>																	
<i>[DA]</i>																	
2	8	08/18/12-08/18/12	Politics Now S Sebelius	Various	(5:30 PM-6:00 P-----Sa--		:30	(\$750.00)	0.00	NM							
<i>(M) Credited due to Charger's Football - move \$ to 8837640/36901</i>																	
3	8	08/18/12-08/18/12	Politics Now S Sebelius	Various	(5:30 PM-6:00 P-----Sa--		:30	(\$750.00)	0.00	NM							
<i>(M) Credited due to Charger's Football - move \$ to 8837640/36901</i>																	
E 8	8	08/18/12	08/19/12	8 News Now	11p Sa/SuCM	CM	11-1135P	-----SS	:30	1	\$750.00	LV1	0.00	NM	0	\$0.00	
<b>8 NEWS NOW AT 11PM-WKND</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 08/13/12	08/19/12	-----SS	1	\$750.00	0.00												
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>										
1	8	08/13/12-08/19/12	8 News Now 11p Sa/Su	11-1135P		-----SaSu	:30	(\$750.00)	0.00	NM							
<i>See MG 7.2,7.3</i>																	
<i>[DA]</i>																	

Totals

10 \$10,000.00